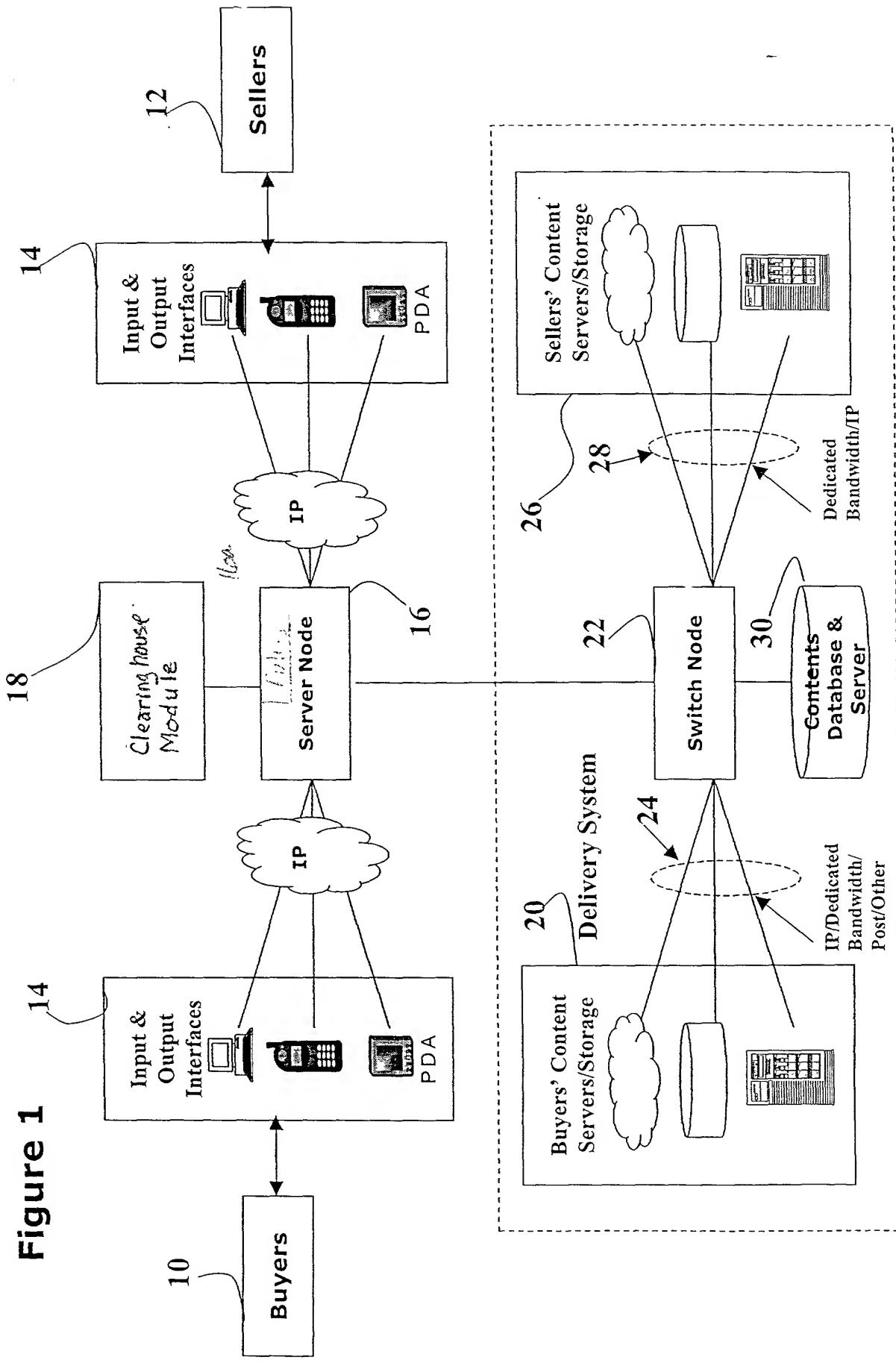


Figure 1



AdMediate Trading Screen

Trading Side ¹	<input type="checkbox"/> Buy	<input type="checkbox"/> Broadcast TV Spot	<input checked="" type="checkbox"/> 30 second
Medium Type ²	<input type="checkbox"/> National	<input type="checkbox"/> Monday, 9/4/2001	
Broadcast Market ³			
Week of ⁴	250		
GRPs ⁵	15		
CPM ⁶			

Search Key (Optional)

Program Category	<input checked="" type="checkbox"/> Finance
Target Demographic ⁸	<input checked="" type="checkbox"/> Men
Time of Day ⁹	<input type="checkbox"/> Morning (6AM-12PM)
Ratings ¹⁰	<input type="checkbox"/> 5% - 10%
	<input type="checkbox"/> Standard
	<input type="checkbox"/> Reset

Fig. 2

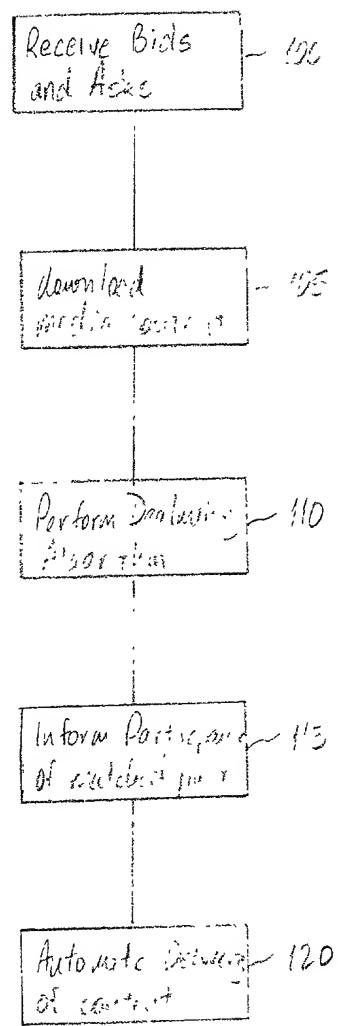


Fig. 3